



SOCIAL MEDIA: TRANSCENDING BARRIERS AND CREATING DISTANCES - A STUDY

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ABSTRACT

The advent of Internet has virtually realized Marshal McLuhan's concept of 'Global Village'. Cyber media has conquered geographical boundaries and brought together people of divergent ethnical, social, linguistic and cultural groups at one's desk top nay lap top. Social Media sites have transcended all man-made and natural barriers in making the strangers of yesterday as fast friends. The facility of chat (Voice Chat & Video Calling) has removed the mist surrounding the looks, voice and identity of these 'strangers'. One feels feeling of brotherhood in the air. At the first glance the euphoria looks fascinating. It seems the concepts of difference and distance are fast diminishing. But this thought is only a mirage. The reality is that the so-called social media has brought great individualism. Manners of greeting, meeting, cheating and beating have changed. There is tremendous amount of formality involved in relations having their roots in social media. Feelings, emotions and sentiments elude such relations. Interaction among family members is fast declining. Actually the feeling less man has become hollow and he tries his level best to cover this hollowness in the garb of modernity. Intra personal communication is becoming extinct and psychic cases are on the surge.

KEYWORDS: *Social Media, Chat, Smart Phones, Hollowness, Self-glorification, Human Dilemma, Heavy users.*

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